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Effect of Offline Shopping Experience on Clothing Network Purchase Intention under the Influence of New Media

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ABSTRACT
Online shopping is becoming increasingly popular, but limited research has explored the emerging shopping approach of offline experience combined with online purchase. The aim of this study is to explore the influential factors in the "offline experience combined with online purchase" process. A total of 375 valid samples were collected. Multiple regression and component analysis were adopted to analyse the valid data. The results of the study were as follows: (a) offline shopping experience has a partially significant effect on online purchase intention, perceived usefulness (PU), perceived ease of use (PEOU), and satisfaction; (b) PU and PEOU have a significant positive effect on satisfaction and purchase intention; (c) satisfaction has a significant positive effect on online purchase intention. In addition, PU, PEOU, and satisfaction mediate the relationship between offline shopping experience and online purchase intention, respectively. Price perception and online comments moderated the relationship between satisfaction and purchase intention. The findings of this study contribute to the theories of the Stimulus-Organism-Response (S-O-R) model and shopping experience. It also contributes to fashion marketing strategies in both online and offline shopping.

KEYWORDS
offline shopping experience, satisfaction, perceived usefulness, perceived ease of use, online purchase

INTRODUCTION

Supported by the development of internet technology, consumers' shopping experience is enriched by offline and online shopping, which may increase their purchase intention [1]. When a customer receives good services or wonderful experiences, they tend to buy the product [2]. In particular, internet technology provides real-time responses and interactive services to consumers [3,4]. The offline shopping experience can be influenced by multi-dimensional cues, involving consumers' cognitive, emotional, sensory and behavioural responses in the process [5]. Brakus et al. divided the offline shopping experience into cognitive, behavioural, sensory and emotional, which can be adapted to analyse the shopping experience [6]. Zhang and Qu divided the offline shopping experience into a sensory experience, and thinking experience, an emotional experience, a behavioural experience and an interactive experience, which are five parts to analyse their impact on customer loyalty [7].

Furthermore, researchers have found that consumers' trust in online information may decrease when they spend more time shopping online, but as the online shopping experience increases, its relative importance decreases, while the importance of the offline shopping experience increases [8]. Due to the characteristics of social media, consumers can use these platforms to perceive the value of products, integrate offline shopping experiences, and access a wider variety of information during their shopping journey [9].

Currently, the majority of studies concerning shopping experience and online purchase intention have tended to focus on online aspects, including online experience and online purchasing behaviour itself. Offline experience-related research mostly delves into traditional experience perspectives and concentrates on theoretical verification within offline contexts, often relying on conventional media. Comparatively, there is a paucity of studies exploring the relationship between offline shopping experience and online purchase intention through the lens of new media. Consequently, to enrich the understanding of offline shopping experiences and associated offline store shopping theories, and to establish a theoretical foundation for research on the offline experience combined with the online purchase model. This study addresses the "integration of offline shopping experience with online purchase" scenario by introducing perceived usefulness, perceived ease of use, and satisfaction as mediating variables. Our primary objectives are to investigate the determinants of online purchase intention. To achieve this, we first provide an overview of the relevant literature on consumer purchase intention, offline shopping experience, perceived usefulness, perceived ease of use, and satisfaction. Then, based on the SOR model, we constructed the "offline shopping experience - online purchase intention" conceptual framework and formulated the relevant research hypotheses. Following this, we gather and analyse questionnaire data. Finally, we discuss the research findings and summarise the significance and limitations of the study.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Purchase intention in online shopping

Purchase intention refers to the subjective and intentional thought process that customers engage in during the decision-making process [10]. There is a correlation between shoppers' purchase intentions and their offline shopping experiences [11]. Oghazi et al. found that sensory experiences have a positive impact on consumers' purchase intentions [12]. On the other hand, negative emotions lead to lower purchase intentions; for example, consumers may not be willing to buy the products when browsing product information online [13]. On the other hand, positive experiences can increase purchase intention [14]. At the same time, Meng et al. found that clothing products that evoke strong emotional responses are more likely to be purchased by customers [15]. Ratchford et al. suggest that

offline shopping experiences have a significant positive impact on consumers' purchase intentions [16].

Offline shopping experience

Collecting, observing, and purchasing behaviour are considered as individual experiences [17,18]. During the purchase and consumption process, consumers' experiences can be influenced by advertising, communication, and word-of-mouth recommendations [18,19]. In addition, the shopping environment, engagement, and communication can create an experience in brick-and-mortar stores [20]. In the offline shopping experience, sensory experience, cognitive experience, behavioural experience and emotional experience significantly affect customer loyalty [7]. Previous researchers have classified consumer experiences into four categories, such as sensory, cognitive, behavioural, and emotional [6,18]. Brakus et al. also stated that customers' sensory perceptions, behaviours, emotions, and cognitions are parts of their offline shopping experience [6]. Some of the previous findings on sensory, cognitive, behavioural, and emotional experiences are as follows.

Sensory experience refers to the feelings evoked by brand-related stimuli, such as communication, brand identification, surroundings, and environmental design [6]. The auditory, visual, taste, smell, and tactile stimuli are associated with sensory experiences [21]. The sensory content of a brand attracts customers' attention, and the quality of the information can influence how deeply someone is immersed in a particular experience [22].

The capacity of the brand to engage customers' divergent and convergent thoughts is reflected in the cognitive experience, which is a component of the customer experience [23]. A key component of experience marketing is cognitive experience, which refers to the extent of a customer's involvement in the shopping process [24]. The interactions, lifestyle, and physical sensations associated with brand-related stimuli typically constitute the behavioural experience [25]. Huang found that the behavioural component of the offline shopping experience positively influences brand love and trust[26]. Consumers' behavioural experience in the offline shopping experience may stimulate consumers' attitudes towards the brand [27].

Furthermore, the emotional experience with the brand is part of the offline shopping experience [28]. The goal of the brand is to capture the attention of emotional consumers, strengthen the connection, and increase their purchase intention by increasing pleasure [29]. Meng et al. suggest that customers' purchase intention is increased when they have a positive emotional experience and an Interactive Experience [15]. Thus, the following hypotheses are proposed,

H1a-e: In "offline experience combined with online purchase", offline shopping experience (H1a: sensory experience; H1b: cognitive experience; H1c: behavioural experience; H1d: emotional

experience; H1e: interactive experience, respectively) has a positive effect on online purchase intention.

Perceived usefulness (PU)

PU has a positive impact on their intention to purchase and preference for retail stores [30]. Meanwhile, PU influences consumers' purchase intention and behaviour when they shop online [31]. When consumers shop online, consumers' perceptions are positively impacted by accuracy and reliability [32]. Siyal et al. indicated that when consumers buy clothing, the PU of an online platform influences their decision-making [33]. Researchers suggest that PU is influenced by consumers' offline shopping experience [34,35]. Additionally, PU acts as a mediator in the relationship between consumers' experience and online purchase intention [34]. A chain of mediators, or chain mediation model, is defined as a series of two or more mediating variables that are related to each other and have successive impacts on the independent variable [36]. This is because they perceive online stores as useful and easy to use, and subsequently feel satisfied, which influences their purchase intention [37]. Hapsari et al. and Renny confirmed that PU positively influences consumers' attitudes, pleasure and online purchase intentions[38,39]. The hypothesis is presented as follows,

H2a-e: In "offline experience combined with online purchase", offline shopping experience (H2a: sensory experience; H2b: cognitive experience; H2c: behavioural experience; H2d: emotional experience; H2e: interactive experience, respectively) has a positive effect on PU.

H3: In "offline experience combined with online purchase", PU has a positive effect on online purchase intention.

H4a-e: In "offline experience combined with online purchase", PU mediates the relationship between the offline shopping experience (H4a: sensory experience; H4b: cognitive experience; H4c: behavioural experience; H4d: emotional experience; H4e: interactive experience, respectively) and online purchase intention.

H5: In "offline experience combined with online purchase", PU has a positive effect on satisfaction.

H6a-e: In "offline experience combined with online purchase", PU and satisfaction play a chain mediating role between offline shopping experience (H6a: sensory experience; H6b: cognitive experience; H6c: behavioural experience; H6d: emotional experience; H6e: interactive experience, respectively) and online purchase intention.

Perceived ease of use (PEOU)

PEOU is the level of comfort that consumers feel when using the product [40]. Customers in traditional media, as stated by Renny and Hotniar, prioritise a product's utility over its ease of use [39]. PEOU is becoming increasingly important in the current context of social media development and creation [41].

When users browse for free, the PEOU has a positive impact on online purchase intention [42]. Wang found that consumers' purchase intention is positively impacted by the navigation design, usability, and confort of online platforms [43]. PEOU is affected by the responsiveness of online shopping platforms, resulting in inconsistent purchase intentions [44].

In addition to consumers' satisfaction, PEOU plays a significant role in influencing consumers' purchase decisions [45]. Most scholars have studied the technology acceptance model and confirmed that consumers' PEOU is influenced by their shopping experience [46]. Consumers evaluate the convenience or PEOU of the online store, which leads to their satisfaction and influences their intention to make an online purchase [39]. PEOU is influenced by external factors such as offline shopping experiences, which may also influence consumers' intentions to purchase apparel online [47]. Lv et al. claim that PEOU acts as a mediator in the relationship between online purchase intention and offline shopping experience [34]. Users' PEOU has a positive impact on their satisfaction [48,49]; Chia-Lin et al. confirmed that users' offline shopping experiences have an impact on their perceptions of ease of use when shopping online [21]. The hypothesis is presented as follows,

H7a-e: In "offline experience combined with online purchase", offline shopping experience (H7a: sensory experience; H7b: cognitive experience; H7c: behavioural experience; H7d: emotional experience; H7e: interactive experience, respectively) have a positive effect on PEOU.

H8: In "offline experience combined with online purchase", PEOU has a positive effect on online purchase intention.

H9a-e: In "offline experience combined with online purchase", PEOU mediates the relationship between offline shopping experience(H9a: sensory experience; H9b: cognitive experience; H9c: behavioural experience; H9d: emotional experience; H9e: interactive experience, respectively) and online purchase intention.

H10: In "offline experience combined with online purchase", PEOU has a positive effect on satisfaction.

H11a-e: In "offline experience combined with online purchase", PEOU and satisfaction play a chain mediating role between offline shopping experience(H11a: sensory experience; H11b: cognitive experience; H11c: behavioural experience; H11d: emotional experience; H11e: interactive experience, respectively) and online purchase intention.

Satisfaction

Satisfaction refers to the consumer's internal satisfaction when making a purchase, and this subjective perception is confirmed internally after the consumer uses the goods or services [50]. Richard asserts that buyers' expectations are set before the purchase and that customer satisfaction is correlated with the speed at which things are acquired [51]. Li et al. state that evaluation, expectation, and perception have a significant relationship to satisfaction [50]. Zhang and Chen stated that consumers'

psychological response to their purchase experience is what is referred to as satisfaction [52]. Udo et al. stated that customers' satisfaction mainly depends on their experiences, and it refers to their perceived enjoyment or disappointment in the shopping process[45]. The offline experience indirectly increases consumers' satisfaction with online shopping, and consumers' satisfaction with online stores has a significant impact on their intention to purchase online [46].

The hypothesis is presented as follows,

H12a-e: In "offline experience combined with online purchase", offline shopping experience (H12a: sensory experience; H12b: cognitive experience; H12c: behavioural experience; H12d: emotional experience; H12e: interactive experience, respectively) has a positive effect on satisfaction.

H13: In "offline experience combined with online purchase", satisfaction has a positive effect on online purchase intention.

H14a-e: In "offline experience combined with online purchase", satisfaction mediates the relationship between offline shopping experience(H14a: sensory experience; H14b: cognitive experience; H14c: behavioural experience; H14d: emotional experience; H14e: interactive experience, respectively) and online purchase intention.

Price perception

Price perception is the consumer's assessment of the reasonableness of a product during the purchase process [53]. If the price of a product is lower than the consumer's expected price, the customer is more likely to make a purchase [54]. Pandey and Yadav found that price has the power to regulate the relationship between behavioural intention and attitude [55]. Feng et al. found that price perception has a moderating effect on consumers' perception and buying behaviour [56]. Price fairness theory states that when customers feel that the benefits of a product outweigh its costs, they will find its price acceptable [57]. The majority of researchers have discovered that price perception is a significant predictor of consumers' purchase intentions [58,59]. The hypothesis is presented as follows,

H15: In "offline experience combined with online purchase", price perception moderates the relationship between satisfaction and purchase intention.

Online comments

Online comments are particularly important to potential consumers' purchase decisions [60]. In consumers' online purchase decisions, online comments and ratings are two important factors that influence consumers' purchase intention [61]. Customers can quickly get information about other people's opinions when shopping online [62]. They can use this information to decide whether or not to buy a product [63]. Online comments can be regarded as a moderating variable that can influence the relationship between attitudes and behaviour [64]. Nasiri and Shokouhyar found that online

comments are a significant factor in customer satisfaction when they shop online [58]. The hypotheses are proposed as follows:

H16: In "offline experience combined with online purchase", online comments moderate the relationship between satisfaction and purchase intention.

Based on the above research hypotheses, a research conceptual model was constructed.

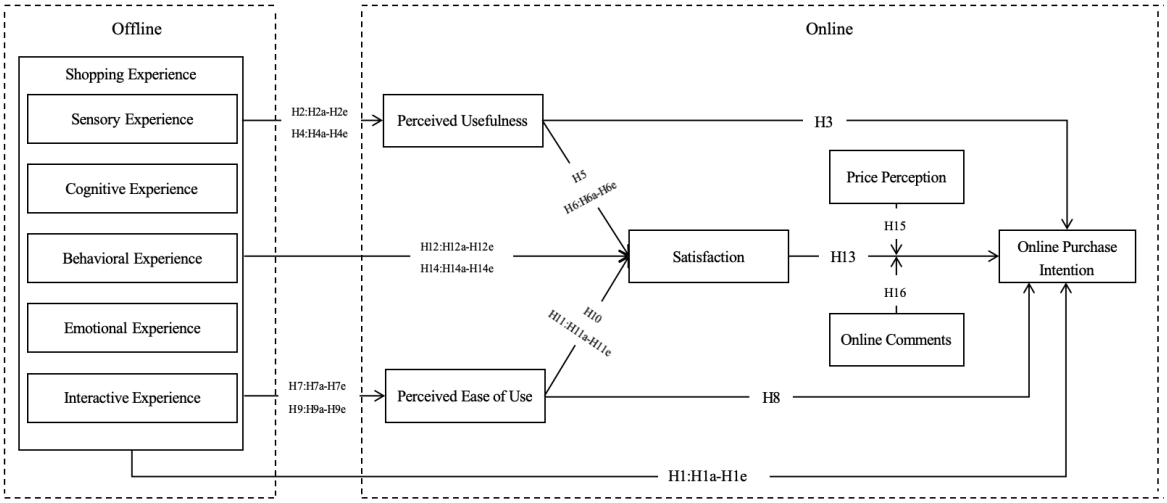

Figure 1. Research model

METHODS AND ANALYSIS

Data collection

On the star platform, information was gathered by on-site completion of the survey (https://www.sojump.com), which is similar to MTurk or SurveyMonkey. The questionnaire mainly consists of two parts: 1) Basic information of the respondents; 2) Relevant items of each variable in the theoretical model.

Before filling out the questionnaires, the participants were asked to recall their online shopping experiences (such as sensory or emotional experiences). The participant's response time is probably invalid if it is three times more than the average response time of the sample [65]. A total of 375 valid questionnaires were collected. The participants' demographic details are shown in Table 1.

Table 1. Demographic information

	Classification	Frequency	Per cent
Gender	Male	177	47.20%
	Female	198	52.80%
Age	18-22 years old	93	24.80%
	23-26 years old	79	21.07%
	27-30 years old	56	14.93%
	31~35 years old	47	12.53%
	36~40 years old	55	14.67%
	41-50 years old	35	9.33%
	Over 50 years old	10	2.67%
Occupation	Student	83	22.13%
	Company employee	68	18.13%
	Teachers	43	11.47%
	Medical personnel	63	16.80%
	Civil service	52	13.87%
	Others	66	17.60%
Education	Vocational secondary school	61	16.27%
	Three-year college	56	14.93%
	Undergraduate	126	33.60%
	Postgraduate	82	21.87%
	PhD	50	13.33%
Shopping Experience	0 to 1 year	8	2.13%
	2~3 years	59	15.73%
	4~5 years	101	26.93%
	6~7 years	87	23.20%
	8-9 years	38	10.13%
	More than 10 years	82	21.87%

Measurement of constructs

To ensure methodological rigour, the research adopts a multi-dimensional analytical framework, integrating variables derived from a synthesis of domestic and international academic literature. At the same time, they are moderately optimized and constructed in combination with the characteristics of online purchase intention of clothing and offline shopping experience, forming a total of 49 items including 11 variables such as sensory experience, cognitive, behavioral experience, emotional experience, interactive experience, perceived usefulness, perceived ease of use, satisfaction, price perception, online comments and online purchase intention. After the initial version of the questionnaire was formulated, we invited experts, scholars, teachers and students in the field of online purchase intention of clothing to review it. We deleted or modified the items with unclear expressions

or ambiguations, and optimised the content of the questionnaire based on the feedback. Subsequently, we conducted a small-scale pre-survey and made the final revision of the questionnaire based on the feedback from the pre-survey. A formal questionnaire was formed and distributed. The measurement instruments utilise a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree) to quantify participants' responses. These variables, along with their theoretical underpinnings and operational definitions, are comprehensively catalogued in Table 2.

Table 2. Items and references

Dimension	Items	References
Sensory experience (SE)	The offline brick-and-mortar experience: SE1: The physical store display of this clothing brand is simple and beautiful, which makes me feel happy. SE2: The background music of the physical store of this clothing brand makes me feel relaxed and happy. SE3: The brand's brick-and-mortar clothing makes me feel comfortable in the touch. SE4: The outfits in the brand's brick-and-mortar stores are so well put together that they gave me the idea to try them on. SE5: The overall ambience of the brand's physical store puts me in a relaxed mood.	[66,67]
Cognitive experience (CE)	The offline brick-and-mortar experience: CE1: The image of the clothing brand can arouse my interest to learn about the brand. CE2: The clothing brand concept piques my curiosity to learn more about the brand. CE3: The brand's clothing designs inspire me to think creatively about the brand. CE4: The clothing brand has a personalisation system in its physical store that allows me to design my outfits. CE5: The brand's offline brick-and-mortar stores are equipped with virtual fitting mirrors and other devices to provide me with a new shopping experience.	[6] [68] [69]
Behavioural experience (BE)	The offline brick-and-mortar experience: BE1: I've been to the clothing brand's offline experience store. BE2: I've participated in the likes and gifts campaign of the clothing brand's physical store. BE3: I have participated in the retweet sweepstakes of the physical store of the clothing brand.	[69] [70]

	BE4: I have purchased apparel at a brick-and-mortar store of this apparel brand using a coupon, etc. BE5: I have received small gifts when shopping at physical stores of this clothing brand.	
Emotional experience (EE)	The offline brick-and-mortar experience: EE1: When I have a question about the clothes in the physical store, the shopper will help me seriously. EE2: When I want to try on clothes in the physical store, the shopper will actively help me find the right size. EE3: When I go to a brick-and-mortar store, the shopper is enthusiastic about recommending clothing for me. EE4: In the process of offline experience, emotions will be affected by the shop assistants. EE5: You will feel that the shop assistants are trustworthy when you are emotional.	[6] [15]
Interactive experience (IE)	The offline brick-and-mortar experience: IE1: I will keep in touch with the merchants. IE2: I will ask questions, and the business will respond to my questions promptly. IE3: I can get information from merchants that is specific to my needs. IE4: Shop assistants are willing to talk to consumers and answer questions IE5: Shop assistants are willing to make a personal connection with consumers.	[72] [73]
Perceived usefulness (PU)	The platform offers a shopping experience that can: PU1: Meet my needs. PU2: Help with useful information. PU3: Improve my shopping efficiency. PU4: Save my shopping time.	[39] [74]
Perceived ease of use (PEOU)	During the experience provided by the platform: PEOU1: The platform is simple to purchase. PEOU2: The platform's personalisation system is easy to operate. PEOU3: The platform's navigation system allows me to find myself quickly. PEOU4: Through my experience on the platform, I was able to gather the information I wanted quickly.	[39] [74]
Satisfaction (SAT)	The process of buying clothing online: SAT1: I am satisfied based on my previous online shopping consumption experience and experience.	[75] [76]

	SAT2: I think it is wise to choose to spend money on that platform. SAT3: I have an overall good opinion of the products or services provided by the platform. SAT4: The products or services on this platform meet my needs well.	
Price perception (PP)	The process of buying clothing online: This online platform provides the best possible price to meet my needs. PP2: The price of products on this online platform is reasonable. PP3: The price of product delivery corresponds to its performance. PP4: The discount price on the platform is very cheap.	[56] [77]
Online comments (OC)	The process of buying clothing online: OC1: What others say about the costume is important to me. OC2: Other people's comments on the costumes are very informative to me. OC3: I would buy the brand of clothing because of the good reviews from others. OC4: The brand's reviews in online stores have been recognised by many other consumers.	[78]
Online purchase intention (OPI)	OPI1: I would like to buy the brand's clothing through online channels. OPI2: I would recommend that others buy clothing from the brand's online store. OPI3: I would like to make repeated online purchases of the brand's clothing. OPI4: If there is a need, I will think of the brand first and buy it online.	[77] [79]

Reliability and validity

First, the reliability and validity of the items were tested. SPSS 23.0 were adopted for data analysis. The Cronbach's αof ≥ 0.7 and 0.8-0.9 represents acceptable and high reliability, respectively-which indicates a strong correlation among items or high internal consistency in the construct [80]. The Corrected Item-Total Correlation (CITC) values for all items exceeded 0.300, demonstrating that each item adequately contributes to the internal consistency of its respective scale [81]. The exploratory factor loadings (λ) of all items were greater than 0.5, indicating that the questionnaire has good structural validity [82]. The value of construct reliability (CR) should be ≥ 0.7, which indicates high

reliability. The average variance extracted (AVE) is greater than 0.500, indicating that the questionnaire has good convergent validity and is suitable for correlation testing [82]. The reliability and validity are presented in Table 3.

Table 3. Reliability and validity test

		λ	CITC	α	CR	AVE			λ	CITC	α	CR	AVE
	SE1	0.728	0.539	0.760	0.839	0.512		IE1	0.744	0.551	0.745	0.846	0.523
	SE2	0.668	0.475					IE2	0.731	0.542			
SE	SE3	0.752	0.562				IE	IE3	0.733	0.541			
	SE4	0.651	0.457					IE4	0.715	0.524			
	SE5	0.770	0.599					IE5	0.692	0.399			
	CE1	0.663	0.469	0.754	0.835	0.504		PU1	0.796	0.348	0.755	0.865	0.615
	CE2	0.692	0.492				PU	PU2	0.755	0.393			
CE	CE3	0.718	0.525					PU3	0.796	0.545			
	CE4	0.771	0.601					PU4	0.750	0.474			
	CE5	0.702	0.518					PEOU1	0.719	0.466	0.788	0.810	0.517
	BE1	0.571	0.386	0.762	0.841	0.516	PEOU	PEOU2	0.681	0.435			
	BE2	0.739	0.561					PEOU3	0.749	0.504			
BE	BE3	0.807	0.653					PEOU4	0.725	0.475			
	BE4	0.719	0.530					SAT1	0.725	0.480	0.792	0.813	0.521
	BE5	0.735	0.552					SAT2	0.728	0.478			
	EE1	0.681	0.440	0.768	0.840	0.512	SAT	SAT3	0.771	0.532			
	EE2	0.720	0.481					SAT4	0.658	0.411			
	EE3	0.766	0.427					OPI1	0.697	0.420	0.749	0.814	0.523
EE	EE4	0.714	0.388					OPI2	0.752	0.388			
	EE5	0.693	0.370				OPI	OPI3	0.752	0.484			
								OPI4	0.689	0.421			

Note: SE = sensory experience, CE = cognitive experience, BE = behavioural experience, EE = emotional experience, IE = interactive experience, PU = perceived usefulness, PEOU = perceived ease of use, SAT = satisfaction, and OPI = online purchase intention.

Model fit test

A confirmatory factor analysis (CFA) was conducted using Amos 24.0 software to evaluate the goodness-of-fit of the structural equation model. As shown in the model fit indices (Table 4), the chi-square to degrees of freedom ratio ($\chi^2/df = 2.223$) fell within the acceptable range of 1–3. The root mean square error of approximation (RMSEA = 0.047) demonstrated an excellent fit (< 0.050). Additionally, the goodness-of-fit index (GFI = 0.892), adjusted goodness-of-fit index (AGFI = 0.873), comparative fit index (CFI = 0.938), and Tucker-Lewis index (TLI = 0.931) all exceeded the threshold of

0.800, indicating satisfactory model fit. Collectively, these results support the adequate structural validity of the proposed model [83].

Table 4. Model fit test

Indicator	Reference standard	Measured result
X^2/df	1 to 3 is excellent, and 3 to 5 is good	2.223
RMSEA	< 0.050 is excellent and < 0.080 is good	0.047
GFI	＞0.900 is excellent and ＞0.800 is good	0.892
AGFI	＞0.900 is excellent and ＞0.800 is good	0.873
CFI	＞0.900 is excellent and ＞0.800 is good	0.938
TLI	＞0.900 is excellent and ＞0.800 is good	0.931

Correlation and Discriminant Validity Tests

There was no issue with covariance between the variables, as indicated by the expansion coefficients (VIF) between them all being less than 10 [84]. All of the correlation coefficients are smaller than the square root of AVE (see Table 5).

Table 5. Correlation analysis

	SE	CE	BE	EE	IE	PU	PEOU	SAT	OPI
SE	0.716								
CE	0.573**	0.710							
BE	0.378**	0.482**	0.718						
EE	0.458**	0.333**	0.406**	0.716					
IE	0.377**	0.434**	0.572**	0.501**	0.723				
PU	0.402**	0.437**	0.494**	0.635**	0.567**	0.784			
PEOU	0.394**	0.424**	0.473**	0.632**	0.613**	0.702**	0.719		
SAT	0.475**	0.415**	0.446**	0.709**	0.582**	0.725**	0.698**	0.722	
OPI	0.454**	0.392**	0.374**	0.544**	0.491**	0.574**	0.579**	0.599**	0.723
VIF	1.727	1.787	1.720	2.371	2.041	2.694	2.617	3.118	-

Note: SE = sensory experience, CE = cognitive experience, BE = behavioural experience, EE = emotional experience, IE = interactive experience, PU = perceived usefulness, PEOU = perceived ease of use, SAT = satisfaction, and OPI = online purchase intention.
The diagonal bolded numbers (marked with *) are the square root of the AVE of the factor, and the lower triangle is the correlation coefficient; **. Correlations are significant at the 0.01 level (two-tailed).

RESULTS AND DISCUSSION

Regression analysis of main effects

Regression analysis was adopted to verify the relationship between brick-and-mortar stores' experience and online purchase intention. The overall F value of the questionnaire is 63.862, and the overall R^2 value is 0.402, which indicates that the regression equation has an average goodness of fit. The effect of offline shopping experience on online purchase intention is partially significant, in which sensory experience (β = 0.160, t = 3.243, P = 0.001) has a positive effect on online purchase intention; cognitive experience (β = 0.147, t = 2.929, P = 0.004) has a positive effect on online purchase intention; behavioural experience (β = 0.004, t = 0.084, P = 0.933) has a non-significant positive effect on online purchase intention; emotional experience (β = 0.313, t = 6.363, P = 0.000) has a positive effect on online purchase intention; interactive experience (β = 0.203, t = 4.093, P = 0.000) has a positive effect on online purchase intention. The ranking of the influence degree of offline shopping experience on online purchase intention is: EE>IE>SE>CE>BE. Thus, H1 is partially true, H1a, H1b, H1d, and H1e are supported, and H1c is not supported.When the influence of the independent variable on the dependent variable is not significant, that is, there is no mediating effect. Therefore, the hypotheses H2c, H4c, H5c, H7c, H8c, H10c, H12c, and H14c do not hold(see Table 6).The influence of behavioural experience on online purchase intention is not significant.

We found that the offline shopping experience positively influences online purchase intentions(H1a,h1b, H1d, H1d), consistent with part of the research conclusion of Meng and Zhang, sensory experience, cognitive experience and emotional experience positively affect purchase intention respectively, Notwithstanding, the effect of behavioural experience on online purchase intention was found to be statistically nonsignificant(H1c). This suggests that the utility of offline behavioural experience may be more salient in immediate purchase decisions, whereas online purchase intentions are more reliant on other dimensions, possibly due to the temporal dissociation between offline experience and online transaction [20]. For the offline shopping experience, a good shopping experience will bring a positive perception and purchase intention to consumers. Therefore, physical store operators need to provide consumers with a more comfortable offline shopping experience to enhance their purchase intention. The use of brick-and-mortar stores to optimise sight, touch, and sound, store displays, and improve shopping guide services provides consumers with a sense of satisfaction in terms of sensation, cognition, emotion, and interaction.

Table 6. Regression analysis of offline shopping experience and online purchase intention

	Online purchase intention				
	β	t	P	F	R^2
				63.892	0.402
SE	0.160	3.243	0.001		
CE	0.147	2.929	0.004		
BE	0.004	0.084	0.933		
EE	0.313	6.363	0.000		
IE	0.203	4.093	0.000		

Note: SE = sensory experience, CE = cognitive experience, BE = behavioural experience, EE = emotional experience, IE = interactive experience.

Regression analysis of mediating effects

The F-value was 94.258, and the overall R^2 value was 0.505, which indicates that the regression equation has a good goodness of fit. The results showed that the effect of offline shopping experience on PU was partially significant, with the positive effect of sensory experience (β = -0.023, t = -0.472, P = 0.637) on PU being non-significant; and that of cognitive experience (β = 0.195, t = 4.057, P = 0.000) had a positive effect on PU; emotional experience (β = 0.437, t = 9.762, P = 0.000) had a positive effect on PU; interactive experience (β = 0.264, t = 5.898, P = 0.000) had a positive influence on PU. The results showed that H2 is partially supported.H2b, H2d, and H2e are supported. H2a is not supported. Shopping experience has a positive impact on perceived usefulness (H2b, H2d, and H2e), which further supports the conclusions of Majumder.

The F value of offline shopping experience and perceived ease of use was 104.667, and the overall R^2 value was 0.531, which indicates that the regression equation has a good fit and the independent variables explain the dependent variable to a good extent. The regression results showed that the effect of offline shopping experience on perceived ease of use was partially significant, with the positive effect of sensory experience (β = -0.014, t = -0.299, P = 0.765) on PEOU being non-significant, and that of cognitive experience (β = 0.140, t = 2.997, P = 0.003) had a positive effect on PEOU; emotional experience (β = 0.417, t = 9.576, P = 0.000) had a positive effect on PEOU; interactive experience (β = 0.344, t = 7.880, P = 0.000) had a positive effect on PEOU has a positive effect. H7 is partially supported; H7b, H7d, and H7e are supported, and H7a is not supported. Perceived ease of use is partially positively impacted by purchasing experience (H7b, H7d, and H7e), which is in line with Renny's research findings.

The F value of offline shopping experience and satisfaction was 141.781, and the overall R^2 value was 0.605, which indicates that the regression equation has a good fit and the independent variable explains the dependent variable to a good extent. The regression results show that the effect of offline shopping experience on satisfaction is partially significant, in which sensory experience (β = 0.099, t =

2.298, P = 0.022) has a positive effect on satisfaction; cognitive experience (β = 0.072, t = 1.685, P = 0.093) does not have a positive effect on satisfaction; emotional experience (β = 0.531, t = 13.269, P = 0.000) has a positive effect on satisfaction; interactive experience (β = 0.245, t = 6.114, P = 0.000) has a positive effect on satisfaction. Thus, H12 are partially supported, H12a, H12d, and H12e are supported, and H12b is not supported. Customer's offline shopping experience has a partial positive impact on satisfaction (H12a, H12d, and H12e). This finding aligns with Udo's research conclusion, which suggests that enhancing customer satisfaction can encourage online purchase intention.

The F value of PU, PEOU and satisfaction is 273.255, and the overall R^2 value is 0.595, which indicates that the regression equation has a good fit and the independent variable explains the dependent variable to a good extent. The regression results show that PU and PEOU have a significant effect on satisfaction, where PU (β = 0.443, t = 9.616, P = 0.000) has a positive effect on satisfaction; PEOU (β = 0.394, t = 8.565, P = 0.000) has a positive effect on satisfaction. H5 and H10 are valid. Perceived usefulness and perceived ease of use positively influence satisfaction (H5, H10). This conclusion is consistent with Hapsari.

SPSS23.0 was used to do regression analysis on PU, PEOU, and satisfaction to verify the relationship between PU, PEOU, satisfaction and online purchase intention. The F value is 92.546, and the overall R^2 value is 0.428, which indicates that the regression equation has an average goodness of fit, and the independent variable explains the dependent variable to an average degree. The regression results show that PU, PEOU, and satisfaction have a significant effect on online purchase intention, in which PU (β = 0.188, t = 3.072, P = 0.002) has a positive effect on online purchase intention; PEOU (β = 0.237, t = 3.946, P = 0.000) has a positive effect on online purchase intention, and satisfaction (β = 0.303, t = 4.915, P = 0.000) has a positive effect on online purchase intention, i.e., H3, H8, and H13 are valid (see Table 7). Perceived usefulness has a positive impact on purchase intention (H3), which further supports the conclusions of Majumder. Purchase intention is positively impacted by perceived ease of use (H8), which is in line with Renny's research findings. To improve consumers' perception of a product's ease of use, businesses must therefore continue to highlight its benefits. Their level of satisfaction influences their intention to make a purchase (H13). This finding aligns with Udo's research conclusion, which suggests that enhancing customer satisfaction can encourage online purchase intention.

Table 7. Regression analysis results of mediating effects

Hypothesis	Research path	β	t	P	F	R^2
H2a	SE→PU	-0.023	-0.472	0.637	94.258	0.505
H2b	CE→PU	0.195	4.057	0.000		
H2d	EE→PU	0.437	9.762	0.000		
H2e	IE→PU	0.264	5.898	0.000		
H5	PU→SAT	0.443	9.616	0.000	273.255	0.595
H7a	SE→PEOU	-0.014	-0.299	0.765	104.667	0.531
H7b	CE→PEOU	0.140	2.997	0.003		
H7d	EE→PEOU	0.417	9.576	0.000		
H7e	IE→PEOU	0.344	7.880	0.000		
H10	PEOU→SAT	0.394	8.565	0.000		
H12a	SE→SAT	0.099	2.298	0.022	141.781	0.605
H12b	CE→SAT	0.072	1.685	0.093		
H12d	EE→SAT	0.531	13.269	0.000		
H12e	IE→SAT	0.245	6.114	0.000		
H3	PU→OPI	0.188	3.072	0.002	92.546	0.428
H8	PEOU→OPI	0.237	3.946	0.000		
H13	SAT→OPI	0.303	4.915	0.000		

Note: SE = sensory experience, CE = cognitive experience, EE = emotional experience, IE = interactive experience, PU = perceived usefulness, PEOU = perceived ease of use, SAT = satisfaction, and OPI = online purchase intention.

Bootstrap test for mediating effects

Bootstrap was adopted to verify the mediating effects of PU, PEOU, and satisfaction between offline shopping experience and online purchase intention. Through 5,000 resampling iterations, a 95% Bootstrap confidence interval was constructed to assess statistical significance. If neither the upper nor lower bound of this interval includes zero, the effect is deemed statistically significant at the 0.05 level. If the indirect effect is significant, this suggests that a mediating effect is present. Furthermore, if the direct effect is non-significant, this indicates a full mediation; whereas, if the direct effect remains significant, it implies a partial mediation [85].

The results showed that the mediating effect of PU between offline shopping experience and purchase intention in online shopping was partially significant. The partial mediating effect of PU between sensory experience and online purchase intention is significant (direct: LLCI=0.104, ULCI=0.380; indirect: LLCI=0.094, ULCI=0.273). The partial mediating effect of PU between cognitive experience and online purchase intention is significant (direct: LLCI=0.038, ULCI=0.220; indirect: LLCI=0.103, ULCI=0.235). The partial mediating effect of PU between emotional experience and online purchase intention is significant (direct: LLCI=0.156, ULCI=0.448; indirect: LLCI=0.155, ULCI=0.336). The partial mediating effect of PU between interactive experience and online purchase intention is significant (direct: LLCI=0.107, ULCI=0.297; indirect: LLCI=0.145, ULCI=0.275). H4a, H4b, H4d, and H4e are

supported.Perceived usefulness plays a mediating role in shopping experience and purchase intention(H4a, H4b, H4d, and H4e), and this result is consistent with Renny, indicating that perceived usefulness in shopping experience can further enhance purchase intention.

The mediating effect of PEOU between offline shopping experience and online purchase intention was partially significant. The partial mediating effect of PEOU between sensory experience and online purchase intention is significant (direct: LLCI=0.110, ULCI=0.375; indirect: LLCI=0.090, ULCI=0.273). The partial mediating effect of PEOU between cognitive experience and online purchase intention is significant (direct: LLCI=0.043, ULCI=0.222; indirect: LLCI=0.098, ULCI=0.235). The partial mediating effect of PEOU between emotional experience and online purchase intention is significant (direct: LLCI=0.153, ULCI=0.443; indirect: LLCI=0.159, ULCI=0.345). The partial mediating effect of PEOU between interactive experience and online purchase intention is significant (direct: LLCI=0.087, ULCI=0.275; indirect: LLCI=0.158, ULCI=0.300). H9a, H9b, H9d, and H9e are supported.Perceived ease of use partially mediates purchase intention and offline shopping experience (H9a, H9b, H9d, and H9e). This finding is in line with Green, who suggests that perceived ease of use throughout the offline shopping experience can further increase online purchase intention. Consequently, by refining the information on online platforms and optimising the interface of online stores, it is possible to increase the perceived ease of use of online stores. It can be achieved by optimising the interface of online stores and improving the information on online platforms, including clothing sizes, materials, and front and side attempts. Comprehensive information will reduce the trouble consumers encounter in shopping so that they can complete shopping quickly.

The mediating effect of satisfaction was partially significant between offline shopping experience and online purchase intention. The partial mediating effect of satisfaction between sensory experience and online purchase intention is significant (direct: LLCI=0.066, ULCI=0.331; indirect: LLCI=0.131, ULCI=0.323). The partial mediating effect of satisfaction between cognitive experience and online purchase intention is significant (direct: LLCI=0.042, ULCI=0.213; indirect: LLCI=0.107, ULCI=0.233). Satisfaction has a significant partial mediating effect between emotional experience and online purchase intention (direct: LLCI=0.086, ULCI=0.385; indirect: LLCI=0.204, ULCI=0.410). The partial mediating effect of satisfaction between interactive experience and online purchase intention is significant (direct: LLCI=0.087, ULCI=0.269; indirect: LLCI=0.165, ULCI=0.302). H14a, H14b, H14d, and H14e are supported (see Table 8). Satisfaction has a partial mediating effect between offline shopping experience and online purchase intention (H14a, H14b, H14d, and H14e), which supports Zhang's research findings. We must give customers a positive offline shopping experience during the purchase process to improve customer satisfaction and increase online purchase intention. Online stores can provide consumers with appropriate clothing through intelligent services and train employees in different positions to improve all aspects and enhance consumer satisfaction.

Table 8. Mediation effects

Paths		Effect	SE	Boot LLCI	Boot ULCI	Per cent
	direct effect	0.242	0.070	0.104	0.380	58.7%
SE→PU→OPI	indirect effect	0.170	0.046	0.094	0.273	41.3%
	total effect	0.411	0.090	0.235	0.588	100%
	direct effect	0.129	0.046	0.038	0.220	44.5%
CE→PU→OPI	indirect effect	0.161	0.033	0.103	0.235	55.5%
	total effect	0.290	0.052	0.187	0.393	100%
	direct effect	0.302	0.074	0.156	0.448	55.4%
EE→PU→OPI	indirect effect	0.243	0.046	0.155	0.336	44.6%
	total effect	0.545	0.057	0.434	0.656	100%
	direct effect	0.202	0.048	0.107	0.297	49.8%
IE→PU→OPI	indirect effect	0.204	0.033	0.145	0.275	50.2%
	total effect	0.406	0.047	0.313	0.499	100%
	direct effect	0.243	0.068	0.110	0.375	59.0%
SE→PEOU→OPI	indirect effect	0.169	0.046	0.090	0.273	41.0%
	total effect	0.411	0.090	0.235	0.588	100%
	direct effect	0.132	0.046	0.043	0.222	45.6%
CE→PEOU→OPI	indirect effect	0.158	0.035	0.098	0.235	54.4%
	total effect	0.290	0.052	0.187	0.393	100%
	direct effect	0.298	0.074	0.153	0.443	54.6%
EE→PEOU→OPI	indirect effect	0.247	0.047	0.159	0.345	45.4%
	total effect	0.545	0.057	0.434	0.656	100%
	direct effect	0.181	0.048	0.087	0.275	44.5%
IE→PEOU→OPI	indirect effect	0.225	0.036	0.158	0.300	55.5%
	total effect	0.406	0.047	0.313	0.499	100%
	direct effect	0.199	0.067	0.066	0.331	48.2%
SE→SAT→OPI	indirect effect	0.213	0.049	0.131	0.323	51.8%
	total effect	0.411	0.090	0.235	0.588	100%
	direct effect	0.128	0.044	0.042	0.213	44.0%
CE→SAT→OPI	indirect effect	0.162	0.032	0.107	0.233	56.0%
	total effect	0.290	0.052	0.187	0.393	100%
	direct effect	0.235	0.076	0.086	0.385	43.2%
EE→SAT→OPI	indirect effect	0.309	0.053	0.204	0.410	56.8%
	total effect	0.545	0.057	0.434	0.656	100%
	direct effect	0.178	0.046	0.087	0.269	43.9%
IE→SAT→OPI	indirect effect	0.227	0.035	0.165	0.302	56.1%
	total effect	0.406	0.047	0.313	0.499	100%

Note: SE = sensory experience, CE = cognitive experience, EE = emotional experience, IE = interactive experience, PU = perceived usefulness, PEOU = perceived ease of use, SAT = satisfaction, and OPI = online purchase intention.

The results showed that the chain mediation effects of PU and satisfaction were partially significant between offline shopping experience and online purchase intention. The partial chain mediation effects of PU and satisfaction between sensory experience and online purchase intention are significant (direct: LLCI=0.054, ULCI=0.306; indirect: LLCI=0.036, ULCI=0.127). The partial chain mediation effect of PU and satisfaction in cognitive experience and online purchase intention is significant (direct: LLCI=0.011, ULCI=0.182; indirect: LLCI=0.042, ULCI=0.126). The partial chain mediation effect of PU and satisfaction in the emotional experience and online purchase intention is significant (direct: LLCI=0.022, ULCI=0.330; indirect: LLCI=0.036, ULCI=0.143). The partial chain mediation effect of PU and satisfaction in interactive experience and online purchase intention is significant (direct: LLCI=0.041, ULCI=0.227; indirect: LLCI=0.045, ULCI=0.143). H6a, H6b, H6d, and H6e are supported.

The chain mediation effects of PEOU and satisfaction were partially significant between offline shopping experience and online purchase intention. The partial chain mediation effects of PEOU and satisfaction between sensory experience and online purchase intention are significant (direct: LLCI=0.057, ULCI=0.298; indirect: LLCI=0.034, ULCI=0.114). The partial chain mediation effects of PEOU and satisfaction between cognitive experience and online purchase intention are significant (direct: LLCI=0.011, ULCI=0.177; indirect: LLCI=0.040, ULCI=0.113). The partial chain mediation effects of PEOU and satisfaction between emotional experience and online purchase intention are significant (direct: LLCI=0.009, ULCI=0.315; indirect: LLCI=0.035, ULCI=0.130). The partial chain mediation effects of PEOU and satisfaction between interactive experience and online purchase intention are significant (direct: LLCI=0.021, ULCI=0.202; indirect: LLCI=0.056, ULCI=0.150). H11a, H11b, H11d, and H11e are supported (see Table 9). perceived usefulness and perceived ease of use and satisfaction play a partial chain mediating role in the offline shopping experience and online purchase intention (H6a, H6b, H6d, H6e, H11a, H11b, H11d, H11e), which further proves the conclusion of Hapsari. Therefore, reasonably optimising the interface of online stores and improving consumers' perceived usefulness and perceived ease of use can improve consumers' purchase intention.

Table 9. Results of the chain mediation effect

Research paths		Effect	SE	Boot LLCI	Boot ULCI	Per cent
SE→PU→SAT→OPI	direct effect	0.180	0.064	0.054	0.306	71.4%
	indirect effect	0.072	0.023	0.036	0.127	28.6%
	total effect	0.252	0.090	0.235	0.588	100%
CE→PU→SAT→OPI	direct effect	0.096	0.043	0.011	0.182	55.2%
	indirect effect	0.078	0.021	0.042	0.126	44.8%
	total effect	0.174	0.052	0.187	0.393	100%
EE→PU→SAT→OPI	direct effect	0.176	0.078	0.022	0.330	68.0%

Research paths		Effect	SE	Boot LLCI	Boot ULCI	Per cent
	indirect effect	0.083	0.027	0.036	0.143	32.0%
	total effect	0.259	0.057	0.434	0.656	100%
	direct effect	0.134	0.047	0.041	0.227	60.0%
IE→PU→SAT→OPI	indirect effect	0.089	0.025	0.045	0.143	40.0%
	total effect	0.223	0.047	0.313	0.499	100%
	direct effect	0.177	0.062	0.057	0.298	72.8%
SE→PEOU→SAT→OPI	indirect effect	0.066	0.020	0.034	0.114	27.2%
	total effect	0.243	0.090	0.235	0.588	100%
	direct effect	0.094	0.042	0.011	0.177	57.3%
CE→PEOU→SAT→OPI	indirect effect	0.070	0.018	0.040	0.113	42.7%
	total effect	0.164	0.052	0.187	0.393	100%
	direct effect	0.162	0.078	0.009	0.315	68.4%
EE→PEOU→SAT→OPI	indirect effect	0.075	0.024	0.035	0.130	31.6%
	total effect	0.237	0.057	0.434	0.656	100%
	direct effect	0.112	0.046	0.021	0.202	54.4%
IE→PEOU→SAT→OPI	indirect effect	0.094	0.023	0.056	0.150	45.6%
	total effect	0.206	0.047	0.313	0.499	100%

Note: SE = sensory experience, CE = cognitive experience, EE = emotional experience, IE = interactive experience, PU = perceived usefulness, PEOU = perceived ease of use, SAT = satisfaction, and OPI = online purchase intention.

Moderating effects test

The interaction item's regression coefficient P on the dependent variable is less than 0.05, indicating the interaction item's significant impact, that is, the moderation effect is significant. Meanwhile, the R^2 of the model with the moderator is greater than the initial R^2 without it, showing the enhanced explanatory power of the model after adding the moderator, which further supports the existence of the moderation effect [86].

SPSS 23.0 regression analysis was used to verify the moderating effect of price perception (Table 10). The significance of the interaction term of satisfaction and price perception (SAT×PP) on online purchase intention is less than 0.05, and the moderated $R^2 = 0.465$ is greater than the initial R2 = 0.357, which indicates that at the 95% level of significance, H15 is supported. Price perception plays a moderating role between satisfaction and online purchase intention. (H15), which is consistent with the conclusions of Agrebi and Feng, both of which indicate that price and comments have a significant impact on online purchase intention. For online shopping stores, it is necessary to attach importance to the management of price, and strictly provide services before, during and after sales, to provide consumers with a good shopping experience.

The significance of the interaction term between satisfaction and online comments (SAT×OC) on online purchase intention is less than 0.05, and the moderated $R^2 = 0.407$ is greater than the initial $R^2 = 0.357$. H16 is supported. Online comments serve as a moderating factor between satisfaction and online

purchase intention (H16). These findings align with the conclusions drawn by Liu and Duan, both of which highlight the substantial influence of price perception and comments on purchase intention. Online retailers must prioritise the management of user comments and ensure the provision of exemplary services throughout the pre-purchase, purchase, and post-purchase stages to deliver a satisfactory shopping experience to consumers.

Table 10. Results of the moderating effects test

	Online purchase intention					
	β	t	P	β	t	P
SAT	0.599	14.458	0.000	0.176	1.819	0.070
SAT*PP				0.842	8.695	0.000
F		209.042			163.228	
R^2		0.357			0.465	
SAT*OC			0.000	0.394	5.692	0.000
F		209.042			129.517	
R^2		0.357			0.407	

Note: SAT = satisfaction, PP = price perception, OC = online comments, OPI = online purchase intention.

CONCLUSION

This paper collates and studies the relevant literature on offline shopping experience and online purchase intention (covering shopping experience, perceived usefulness, perceived ease of use, satisfaction, price perception, online comments, and purchase intention). On this basis, a theoretical model is established, and a research hypothesis based on the combination of offline experience and online purchase is proposed. Subsequently, a questionnaire is designed. A pre-survey was conducted on this questionnaire. After the formal questionnaires were collected, reliability, validity and correlation tests were carried out online. The research hypotheses and theoretical models were tested through regression analysis and the bootstrap mediating effect test. Finally, based on the relevant research results, marketing suggestions were put forward. The following conclusions were drawn from this study:

Regression analysis of main effect: The effect of offline shopping experience on online purchase intention is partially significant. Sensory experience, cognitive experience, emotional experience, and interactive experience, respectively, have a positive effect on online purchase intention. Behavioural experience has a non-significant positive effect on online purchase intention. The ranking of the influence degree of offline shopping experience on online purchase intention is: emotional experience > interactive experience > sensory experience > cognitive experience.

Regression analysis of mediating effect:

The influence of offline shopping experience on various mediating variables. The positive influence of sensory experience on PU was not significant. Cognitive experience, emotional experience, and interactive experience exerted significant positive effects on PU. The ranking of the influence degree of offline shopping experience on PU is: emotional experience > interactive experience > cognitive experience. Similarly, sensory experience had no significant effect on PEOU. Cognitive, emotional, and interactive experiences significantly enhanced PEOU. The ranking of the influence degree of offline shopping experience on satisfaction is: emotional experience > interactive experience > cognitive experience. Regarding satisfaction, cognitive experience showed non-significant effects, whereas sensory, emotional, and interactive experiences demonstrated graded positive influences. The ranking of the influence degree of offline shopping experience on satisfaction is: emotional experience > interactive experience > sensory experience.

The influence of each mediating variable on the intention to purchase online. Perceived usefulness and perceived ease of use positively affect satisfaction, with the degree of influence of PU>PEOU. PU, PEOU and satisfaction have a significant impact on online purchase intention. Among them, the ranking of the degree of influence is: satisfaction >PEOU>PU.

Bootstrap test for mediating effect:

The mediating effect between offline shopping experience and online purchase intention. The mediating effect of Perceived Usefulness (PU) between offline shopping experience and online purchase intention was partially significant, acting as a partial mediator through sensory, cognitive, emotional, and interactive experiences. Perceived Ease of Use (PEOU) demonstrated partial mediating roles in the relationship between offline shopping experience and online purchase intention, with its effects channelled via sensory, cognitive, emotional, and interactive experiential dimensions. Similarly, satisfaction exhibited partial mediation in linking offline shopping experiences to online purchase intentions, operating through the mechanisms of sensory, cognitive, emotional, and interactive experience components.

The chain mediating effect of offline shopping experience and online purchase intention. The chain mediation effects of PU and satisfaction were partially significant between offline shopping experience and online purchase intention. The chain mediation effects of PEOU and satisfaction were also partially significant between sensory experience and online purchase intention.

Moderating effects test: Price perception plays a moderating role between satisfaction and online purchase intention. Online comments serve as a moderating factor between satisfaction and online purchase intention.

The study's reliance on a geographically limited sample (predominantly domestic consumers) and self-reported online questionnaire data may constrain the generalizability of findings to international populations and introduce potential response bias. In further research, gathering additional consumer

research data from sources outside of China will not only increase the size of the research sample for this study but also investigate potential variations in consumer reactions to "offline experience combined with online purchase" among the source nations. The findings of this study about "offline experience combined with online purchase" are generalizable if there are no significant differences; if there are significant differences, brand companies should take their audiences' ethnic and cultural differences into account when conducting "offline experience combined with online purchase." This study can close the knowledge gap in virtual marketing research.

Conflicts of Interest

The authors declare no conflict of interest.

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